

AS SEEN IN *Forbes & Fortune*

WISCONSIN BUSINESS LEADERS

You Know When It's Right

Capital Credit Union's contributions to the communities of Northeast Wisconsin are changing lives for the better.

Capital Credit Union (CCU) was already well known for doing the right thing when Laurie Butz stepped into the position of president and CEO in 2021. Taking the reins of the nearly 90-year-old Northeast Wisconsin landmark, Butz launched a journey to further refine all the ways the CCU team helps people and strengthens the communities it serves.

"Member service is at the heart of what we do. When we deliver exceptional service, it fuels our mission of doing the right thing one member, one employee, and one experience at a time to strengthen the communities we serve," says Butz.

"As a credit union, we are owned by our members, and profits are returned to them in the form of better rates and services."

Butz is also quick to point out that serving its members is also about serving their communities. "We are proud and grateful to find remarkable partners in our service area who share our commitment to the mental, physical, and financial wellbeing of people throughout the region," she says. "By working with them, we were able to contribute over half a million dollars to more than 200 nonprofits, activities, and initiatives in 2022 alone."



Laurie Butz,
President and CEO



Accessible Opportunities for All

As a part of its strategy for creating stronger and more inclusive communities, CCU breaks down barriers that stand between individuals and the resources they need, offering lending programs like first-time homebuyer mortgages, VA loans, and a Credit Builder loan designed for those just starting out or who need to rebuild their credit. Visitors to any of the credit union's branches find a knowledgeable, welcoming staff to guide them as they make important financial decisions.

Alongside its partners, CCU continues its vision of inspiring financial well-being for all through access, care, and collaboration. As a part of its long-time partnership with two local nonprofits, Foundations Health & Wholeness and Samaritan, CCU conducts the Inner Voice Out Campaign. Last year that campaign raised \$40,000 to improve mental health awareness. Kimberly High School works with CCU to create a "reality store" designed to help young people understand fiscal responsibility. In partnership with the Greater Green Bay YMCA

and YMCA of the Fox Cities, CCU supports financial education classes, which are game changers for the community. "These commitments to the greater good contribute to the tremendous loyalty of our members. They are proud to be working with a financial institution that provides access to resources that empower financial well-being for everyone," says Butz. "Members are confident that CCU isn't focused exclusively on opening accounts or getting loans. We are their partners for financial health throughout their lifetime, from first car or home to retirement."

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Building Stronger Communities

The largest credit union home office in Green Bay, CCU serves communities throughout Northeast Wisconsin. It is a full-service credit union with 24 branches and digital banking services offering investments as well as lending and deposit products for business owners, serving over 118,000 member-owners and employing over 470 individuals. Financially strong, with total assets of \$2.4 billion, CCU is ready to help you achieve your goals with personal and accessible financial solutions.



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